

**Green Sense Events  
22/23 Social & Environmental  
Annual Impact Report**



**GREEN SENSE  
EVENTS**

## THE WHO, WHAT, WHERE AND WHY

---

Green Sense Events was set up to combine a background of 15 years in events management with a passion for sustainability.

Events are powerful, with the ability to educate, to entertain, to allow people to connect and create memories. However, this can come at a cost to the planet with increasing amounts of waste, and travel and transport contributing to 80% of an events carbon footprint, its vital that as an industry we collaborate to reduce our carbon emissions and to reduce waste, to operate responsibly and with good intention.

Green Sense Events, are a UK based Event Management Agency and Consultancy, with a mission to support, educate, and inspire Event Organisers, and Corporate clients to deliver Environmentally and Socially Sustainable Events.

Through this report we have set out our progress over the past year and our ambitions for the future.

**“WHAT DRIVES US FORWARD IS OUR MISSION TO DO GOOD. TO INSPIRE OTHERS, TO DO SOMETHING WE LOVE - EVENTS, BUT TO DO IT IN THE RIGHT WAY. TO MAKE BETTER SOCIAL AND ENVIRONMENTAL CHOICES, TO CREATE A BETTER FUTURE FOR OUR CHILDREN AND TO SUPPORT OTHERS TO DO THE SAME. LISA SWEETING, DIRECTOR & FOUNDER, GREEN SENSE EVENTS.”**



## A MESSAGE FROM LISA, OUR FOUNDER

---

2022 - 2023 has been another busy year. We continued with the Partnerships for forests annual conference again which took place in May. This was the biggest and best yet for P4F and the last one for a couple of years, we also took on the planning of the ADP conference which was a 1 day conference also delivered in London in May. We started working with a new client 'Decordia Events' to support them with their action plan and strategy which was really interesting. What we have really tried to do more of this year is focus on Green Sense Events as a business and spending time on how we operate, who we engage with, our purpose and how we can do better.. Becoming part of the B-Corp community was something I have been keen to do since establishing the company in 2020, it has been a long process but the journey to get here was absolutely worth it and I'm delighted to share that we now have B-Corp status.

We have also just been shortlisted in the Environmental and Sustainability category for the Somerset Business Awards which is really exciting. So we're keeping everything crossed that we make it through to the final round.

Moving forward we are working on updating our action plan and sustainability strategy so that we have some real tangible targets in place and know how we are going to achieve these. We are also developing an online course through the carbon literacy project to offer to event professionals, as part of our commitment to educate and inspire others.

# WHAT INSPIRED US TO BECOME A CERTIFIED B CORPORATION

---

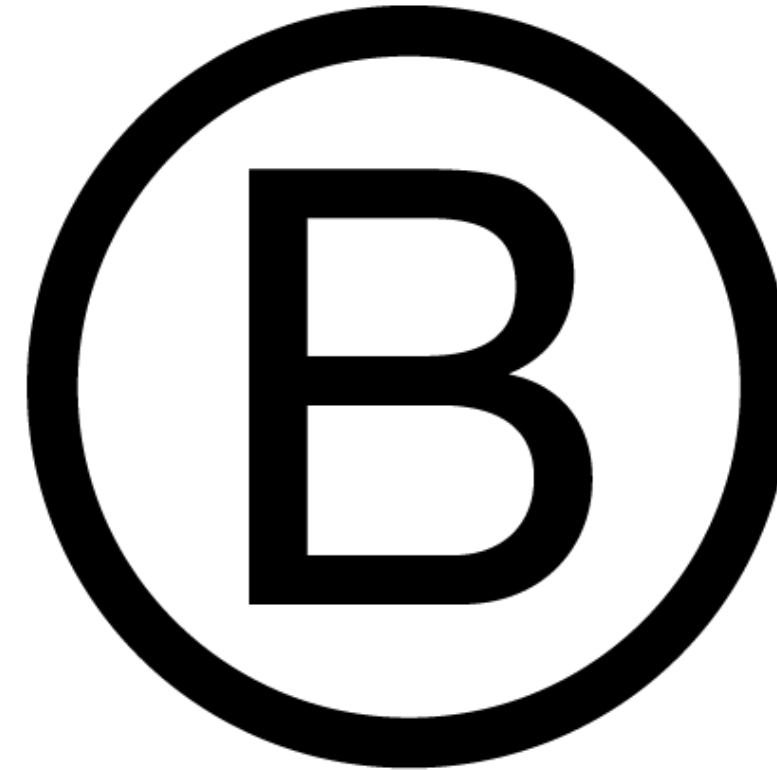
I've been aware of B-Corp for a few years now. I knew that I wanted to have the business certified. I chose B- Corp due to the strong emphasis on both environmental and social impact not just environmental.

The rigorous process that organisations go through to achieve B - Corp status is also well known and I wanted to be known as a company that shows commitment to its purpose rather than simply showing a label or stamp on the business name. So it was as much about the journey to get to this stage as it is to have achieved certification.

Becoming B Corp Certified opens the door to a world of like minded businesses which is essential when planning an event, its also a great community where people are constantly sharing ideas and offering support.

The B Corp framework is also extremely useful as a way to monitor our progress and clearly identify where we can make some improvements.

# Certified



®

---

# Corporation

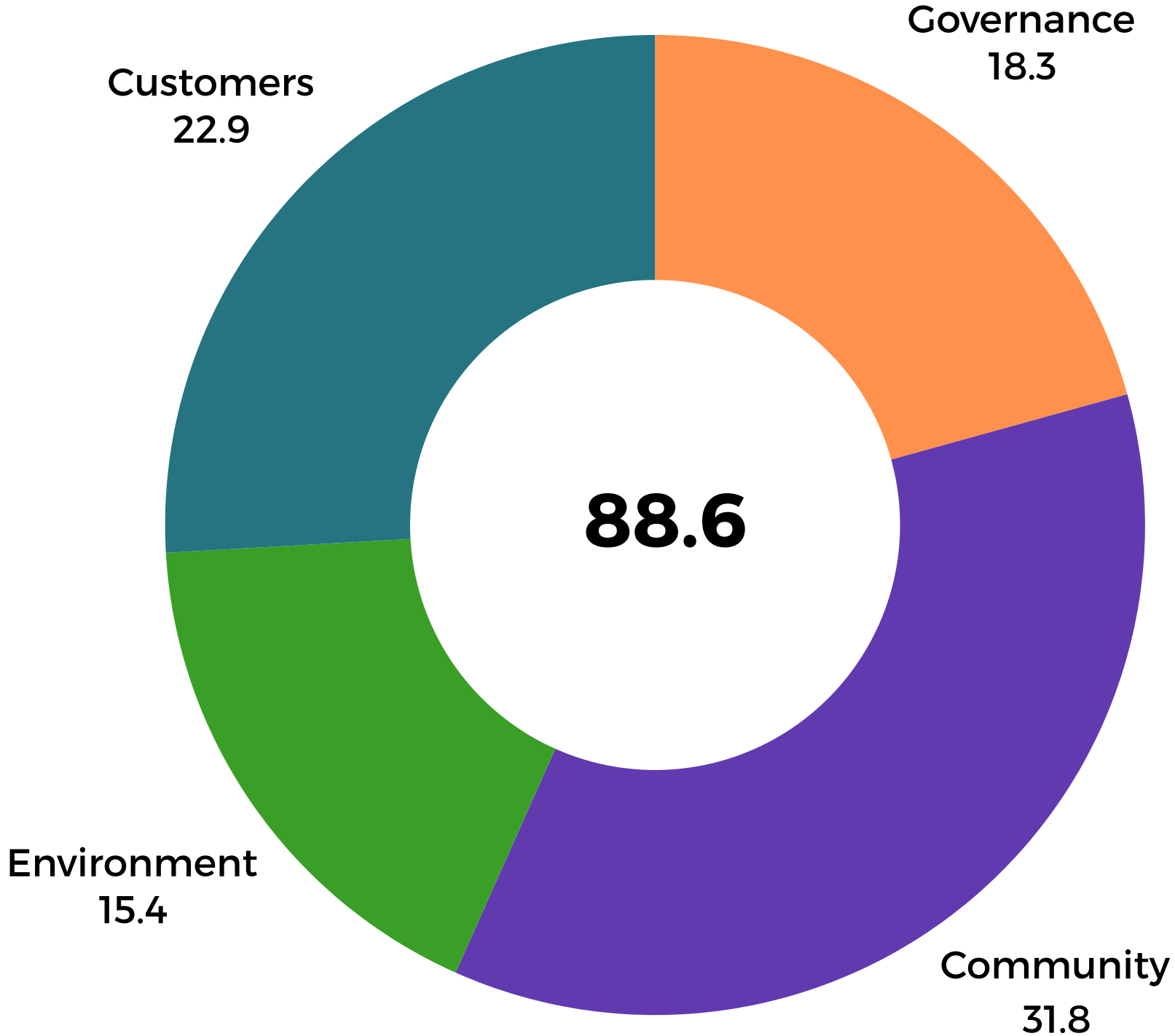
# OUR B CORP VERIFIED SCORE BREAKDOWN

<b>GOVERNANCE</b>	<b>18.3</b>
Mission & Engagement	4.5
Ethics & Transparency	3.8
Mission Locked	10

<b>COMMUNITY</b>	<b>31.8</b>
Diversity, Equity & Inclusion	16.8
Economic Impact	0.0
Civic Engagement & Giving	7.7
Supply Chain Management	3.7

<b>ENVIRONMENT</b>	<b>15.4</b>
Environmental Management	2.0
Air & Climate	4.9
Water	0.5
Life & Land	1.7

<b>CUSTOMERS</b>	<b>22.9</b>
Customer Stewardship	3.2
Impact Improvement	19.6



## OUR COMMITMENTS

---

We publicly support a **1.5°C future** and are aligning our climate mitigation targets to reach Net Zero Global emissions by 2050 at the latest.

We recognise that most of our event activities are Scope 3 as they are contracted services. Therefore, we **commit to measuring emissions from event activities where possible across energy, travel and transport, catering and production.**

We will mitigate both our operational emissions and event delivery emissions by offsetting these through **Ecologi** who fund a variety of projects such as renewable energy, tree planting and reforestation, community carbon projects and carbon capture.

- We commit to reducing waste across both our operations and event services diverting 90% from landfill and incineration
- We commit to monitor, review and report on our progress on an annual basis and use the ongoing learnings to inform our approach
- We strive to educate through panel discussions, thought leadership pieces, and by sharing our own journey as a business.
- We pledge to donate on a monthly basis to charities that work to protect our planet and create a better future for all.

### Future goals

- Become B-Corp Certified
- Continue learning and collaborate through courses and industry led events
- Continue to look at ways to reduce impact through events. commit to measuring or estimating the carbon footprint of **EVERY** event.
- Knowledge sharing through speaking engagements, networking and development of a carbon literacy programme

# 2022 / 2023 PROGRESS AT A GLANCE

What we said we'd do

## **Governance: Score 18.3**

Stakeholder engagement: implement a formal process to gather feedback and review suppliers

Environmental and social performance will be shared publicly in a formal report which allows for comparison over time.

Continue to publish our accounts on companies house and make these publicly available

## **Community: Score 31.8**

Continue to be thought leaders in our industry/ the events community.

Donate to charity on a monthly basis

Work towards B Corp Status

Track diversity of ownership across suppliers

## **Environment: Score 15.4**

Halve our GHG's by 2030, to do this we will set our baseline year as 2021 and Reduce our emissions on an annual basis by 10%

From January 2022 we will measure GHG's from all event deliveries and carbon balance these emissions.

Reduce waste with an aim to divert 90% of all waste from landfill and incineration

## **Customers: Score 22.9**

Continue to reduce impact via our events, we are committed to measuring the impact from EVERY event and will offset this through Ecologi if it has not already been offset via the client.

We will seek feedback from customers via our feedback form to assess the impact of our consultancy services.

What we did

## **Governance:**

We developed a questionnaire to send to suppliers to enable us to review suppliers environmental and social performance amongst suppliers

We have created a formal impact report which will be shared on our website and alongside our 2022 accounts submission.

## **Community:**

We achieved B Corp Status in October 2023.

We didn't speak on any panel sessions during this financial year.

We continued to donate to charity on a monthly basis.

We introduced a questionnaire which will enable us to track diversity amongst suppliers, but this needs to be circulated amongst our suppliers on a more regular basis.

## **Environment:**

Started using a new measurement tool: TRACE for both our events carbon measurement and our own head office operations.

Measured the carbon footprint of all events in 2023, where measurement was not possible we estimated based on the data we had.

## **Customers:**

Actively worked with our customers to reduce the impact of their events. Measured the footprint of events where possible and estimated if not. Carbon has yet to be offset.

Sent out feedback forms following the events and consultancy work completed in 2023.

# PILLAR 1: GOVERNANCE

---

**Governance evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure (e.g. benefit corporation) or corporate governing documents.**

## What we said we'd do

Start writing and publishing an annual impact report to share our progress Stakeholder engagement:

Send out supplier surveys and feedback forms to understand the suppliers we use for our business operations as well as the supplier that we use for event delivery.

## What we did

We published our first impact report at the end of the 2022 financial year. This was prior to becoming B-Corp certified, so it was published in a different format to the current report.

As a small business we don't use many suppliers for our business operations but we have started to research where we stay when travelling for work. Only a small number were sent the questionnaire we developed and we didn't get much feedback following this process.

## Plans for 23/24

Despite having a sustainability policy in place we don't have a robust strategy to reflect the actions we are taking as a business to reduce our environmental and social impact. We are focused on creating and sharing an improved strategy in 2024 which sets out our targets and commitments going forward, and tells the story of who we are as a business

We are focused on improving stakeholder engagement and actively recording the results of this engagement. We will look to increase research and the circulation of our questionnaire





## PILLAR 2: COMMUNITY

---

**Community evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management.**

### What we said we'd do

- continue to be thought leaders
- Work towards B Corp Status
- Donate to charity on a monthly basis
- Track diversity of ownership amongst suppliers

### What we did

We achieved B Corp Status in October 2023  
The contracting/ final procurement process for events in 2023 was via the client therefore we didn't implement our own procurement process and supplier code of conduct.  
We did send out the supplier questionnaire to a number of suppliers for our own business operations without much success  
In 2023 we did attend events but we didn't speak on any panel sessions, or share any educational pieces on social media.  
We continue to donate to Surfers against Sewage (SAS) and Plan International on a monthly basis

### Plans for 23/24

- We are going to commit to 1 day of volunteering per month for social and / or environmental projects and charities
- We will continue to send out the supplier questionnaire to understand more about our suppliers.
- We will increase speaking engagements in 2024
- We will start sharing our event reports and other blogs via our news page in 2024.
- We will continue to donate to SAS and Plan on a monthly basis.



# PILLAR 3: ENVIRONMENT

---

**Environment evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of a company's operations and, when applicable its supply chain and distribution channels**

## What we said we'd do

Halve our GHG's by 2030, to do this we will set out baseline year as 2021 and Reduce our emissions on an annual basis by 10%.

From January 2022 we will measure GHG's from all event deliveries and carbon balance these emissions.

Reduce waste with an aim to divert 90% of all waste from landfill and incineration

## What we did

We set out baseline data at the end of the 21/22 financial year. We are not currently on track to reduce our emissions by 10%. Our overall emissions have actually increased due to an increased number of events in 2023 and events with more international delegates.

Our scope 1 & 2 has decreased by 7%.

We know that we diverted waste from landfill at the Partnerships for Forests conference with only 1% of waste going to incineration and creating energy from waste.

We only estimated the waste data for the business operations and didn't record the waste data from the other events delivered. This is an area for improvement in 2024.

## Plans for 23/ 24

We will collate more actual data for the head office ops.

We will look to improve the waste data records through our event delivery.

We will switch to an electric vehicle for our company owned vehicle.



# PILLAR 3: ENVIRONMENT: CARBON EMISSIONS DATA

.Green Sense Events are committed to reach net zero by 2050.  
 We set our baseline Carbon Footprint at the end of our 2022 financial year (end of September 2022)

## Baseline Year Emissions

Emissions	Total CO2e (kg)
scope 1	0
Scope 2	144.89
Scope 3	328,412
<b>Total</b>	<b>328,556</b>

### Scope 1, 2 and 3 explained

- Scope 1: We have no company owned vehicles and the heating in the office runs off electric which falls into scope 2.
- Scope 2: Purchased Electricity (through Octopus energy).
- Scope 3: Any purchases made for the business, all emissions associated with event delivery, any staff travel, estimated business waste and water.



\*Our total emissions divided by our total turnover

# PILLAR 3: ENVIRONMENT: CARBON EMISSIONS DATA

.Green Sense Events are committed to reach net zero by 2050.  
 We set our baseline Carbon Footprint at the end of our 2022 financial year (end of September 2022).

Emissions	Total CO2e (kg) 2021/22	Total CO2e (kg) 2022/23
scope 1	0	0
Scope 2	144.89	170
Scope 3	328,412	498,927
<b>Total</b>	<b>328,556</b>	<b>499,097</b>

### Scope 1, 2 and 3 explained

Scope 1: We have no company owned vehicles and the heating in the office runs off electric which falls into scope 2.

Scope 2: Purchased Electricity (through Octopus energy).

Scope 3: Any purchases made for the business, all emissions associated with event delivery, any staff travel, estimated business waste and water.

Scope 1 & 2 data is 434 kg CO2e which is a reduction of 7%



*\*Our total emissions divided by our total turnover*

# PILLAR 3: ENVIRONMENT: CARBON EMISSIONS DATA SUMMARY

---

## Carbon Data:

Overall both the absolute carbon footprint and the intensity figure has seen an increase, this is due to additional events being delivered in 2023 and an increase in the number of international delegates for these events which has by far the biggest impact overall.

Scope 1 and 2 however has seen a slight decrease in carbon emissions by 7% which is positive.

## Waste:

Currently, the qty of waste from our head office operations is being estimated, moving forward we will look to obtain more exact data so that we can report on this accurately.

We don't have accurate waste quantities for all events delivered in 2023 but we do know that the event that was measured equated to 0.28 kg of waste that went to incineration. out of a possible 424.28 kg. Which means that over 99% of waste was recycled or composted with zero waste going to landfill



# PILLAR 4: CUSTOMERS

---

**Customers evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels.**

## What we said we'd do

Continue to reduce impact via both the events that we deliver for clients and the consultancy work that we do with clients.

We will measure and report on the carbon footprint of every event that we deliver, which will be offset through ecologi if not already being offset by the client.

We will seek feedback from customers via our feedback form to assess the impact of our consultancy services.

## What we did

In 2023 the carbon footprint of some events was offset through the clients own means. We have yet to offset the Carbon emissions associated with the other events ourselves but this will be planned for in 2024. The challenge to offsetting is the cost associated with this, for our own business operations it is minimal however for a client event especially where there are international delegates the footprint can be quite high which then makes offsetting if not budgeted for a big outlay for a small business.

through our consultancy work in 2023 we were pleased to be able to support a new client with their action plan, which we are now turning into a public facing strategy.

Feedback forms were sent to all clients, to review and improve our performance.

## Plans for 2024

Develop an online Carbon Literacy course designed for event professionals, accredited by the Carbon Literacy Project. Continue to monitor customer impact through follow up emails with previous clients to understand the longer term impacts they have made as a result of our work together.

Director Lisa Sweeting to continue learning, complete the IEMA Practitioner level course, in order to impart knowledge to our customers and support them even further.



# CUSTOMERS CASE STUDY: PARTNERSHIPS FOR FORESTS FORUM 2023

---

## Background

Green Sense Events were delighted to be approached by the Partnerships for Forests team for a second year running, to plan and manage the Partnerships for Forests Forum 2023.

The Partnerships for Forests Forum is a valuable opportunity for delegates from around the world to network, share insights and solutions in the forests and land use space, and explore a huge showcase of innovative forest-friendly businesses and projects.

Delegates took the opportunity to connect with colleagues, investors, government, sustainability experts, and development finance institutions as well as engage with key challenges in the forest and land use space through a series of interactive sessions hosted by regional teams and sector experts.

This year's Forum took place in person in London, and saw over 350 delegates and 65 exhibitors from around the world come together to celebrate and showcase the incredible work that this project supports in sustainable agriculture and forestry.

## Overall Event Objectives:

- Showcase models and approaches that could lead to transformational change in the forests and land use sector through sharing knowledge and first-hand experience (to inspire replication)
- Facilitate connections between implementers, new companies and investors (in the broadest sense) to support scaling.
- Position the programme, its implementers and models as leaders and innovators in the forestry finance space.

## Brief

Sustainability is at the very heart of the Partnerships for Forests project and therefore it was vital that this event reflect both social and environmental sustainability through its delivery. The Brief was to create a Carbon Neutral event. By reducing our CO2 emissions as much as possible across the entire event, and then investing in P4F-supported projects to both reduce and sequester carbon from the atmosphere.

We created a set of guiding principles that were put in place to guide us throughout our decision making and which were used to inform any suppliers, staff and stakeholders so that we could work together to achieve this target and to accept collective responsibility for an environmentally and socially sustainable event.

These guiding principles were to:

- Provide an accessible and inclusive event
- Minimise potential impacts on the environment
- Encourage more sustainable behaviour
- Promote the use of responsible sources and use of resources throughout the supply chain

# CUSTOMERS CASE STUDY: PARTNERSHIPS FOR FORESTS FORUM 2023

---

## What we did

Measures taken to reduce environmental impact:

- Chose a venue which was close to public transport links and had good sustainability initiatives in place
- Built sustainability considerations into design and material choices.
- Avoided waste to landfill by recycling materials and redistributing or composting food items.
- Prioritised locally sourced and seasonal food items to minimise mileage and carbon emissions for transportation and support local business.
- Sourced suppliers that were local/ within London to minimise mileage and carbon emissions from transportation.
- Shared the strategy with key staff to influence partners/ exhibitors behaviours.
- Worked with the catering team to produce a plant forward menu with 50% vegan and 100% vegetarian.

Measures taken to support inclusivity and accessibility across the event

- Ensured the venue had good access/ lifts and accessible toilets on site.
- Included questions on accessibility at the point of registration to highlight any specific needs
- Provided translation services across Portuguese, Spanish and English for both the registration platform and event App.
- Provided translation services across 4 languages: Portuguese, English, Spanish and French for day 2 of the event during all talks.





# CUSTOMERS CASE STUDY: PARTNERSHIPS FOR FORESTS FORUM 2023

## The outcome

Following the event we created a report to outline how we performed against the principles and strategy for this year's event and also reflect on whether there were any learnings from last year and whether we were able to reduce the carbon impact of this event any further. The intention was that this information will inform any future events for the project and wider organisation and which can be used to continue to make further improvements moving forward.

For certain data, estimations had to be made manually using the GHG conversion factors as published by DEFRA: as follows:

- Plastics from badges and tape
- Number of hotel rooms utilised by delegates, based on the number of delegates visiting from outside of London
- The gas, electric and water consumption utilised at The View was given as a total amount across the venue, this was divided up into the number of floors within the building as we were using one floor.

The largest portion of the overall carbon footprint was generated from unavoidable travel and transport which accounted for **341 tCO2e** of the overall figure however by choosing a venue that was based in central London this also meant good transport links to the venue and hotels within walking distance. The overall carbon footprint is detailed below, there were 349 attendees over the two days and so this has been divided up by the total number of attendees.

	Total GHG Emissions tCO2e (per delegate)
Partnerships for Forests Forum 2023	349.75 tCO2e (which equates to 1.002 per person)
Partnerships for Forests Forum 2022	326.20 tCO2e (0.0065 per online participant & 1.078 per in person delegate)



# CUSTOMERS CASE STUDY: PARTNERSHIPS FOR FORESTS FORUM 2023

## The Outcome

Overall the amount of **carbon per head has reduced by 76 kg CO2e**. The carbon based just on travel has increased overall which makes sense as there were more in person attendees compared to last year. However the amount per head has reduced. There was a much higher percentage of train travel this year compared to last year, just under 1% chose to include train travel as part of their journey with 3.9% of delegates travelling by train in 2023 or including travel travel as part of their journey.

	2022	2023
Delegate Travel	316 tCO2e	340 tCO2e
Materials	1.36 tCO2e	1.44 tCO2e
Catering data	1.94 tCO2e	0.98 tCO2e

There were a higher number of deliveries made due to constraints of deliveries direct to the venue on day 2 and suppliers needing to use the consolidation centre on the outskirts of London, however we should also take into account the reduced impact through deliveries made at a quieter time of day to one location versus the impact through multiple vehicles idling in congested areas in the centre of London.

The catering data has reduced overall due to a vegan and fully vegetarian menu. The material data is difficult to compare as there was an increase in the number of exhibition stands this year but if you compare the 'per head' figure there is still a **small reduction of 0.37kg**

Waste management improved as we returned all packaging to the supplier and any packaging not returned was able to be recycled rather than disposed of resulting in an overall **saving of 1.1kg of CO2e**



## 2023 / 2024 GOALS

---

- We publicly support a 1.5°C future and are aligning our climate mitigation targets to reach Net Zero Global emissions by 2050 at the latest.
- We commit to measuring emissions from event activities where possible across energy, travel and transport, catering and production.
- We commit to reducing waste across both our operations and event services diverting 90% from landfill and incineration
- We commit to monitor, review and report on our progress on an annual basis and use the ongoing learnings to inform our approach
- We strive to educate through panel discussions, thought leadership pieces, and by sharing our own journey as a business.
- We pledge to donate on a monthly basis to charities that work to protect our planet and create a better future for all.

### Governance

Despite having a sustainability policy in place we don't have a robust strategy to reflect the actions we are taking as a business to reduce our environmental and social impact.

We are focused on creating and sharing an improved strategy in 2024 which sets out our targets and commitments going forward, and tells the story of who we are as a business

We are focused on improving stakeholder engagement and actively recording the results of this engagement.

We will look to increase research and the circulation of our questionnaire

### Community

We are going to commit to 1 day of volunteering per month for social and / or environmental projects and charities

We will continue to send out the supplier questionnaire to understand more about our suppliers.

We will increase speaking engagements in 2024

We will start sharing our event reports and other blogs via our news page in 2024.

We will continue to donate to SAS and Plan on a monthly basis.

### Environment

We will collate more actual data for the head office ops.

We will look to improve the waste data records through our event delivery.

We will switch to an electric vehicle for our company owned vehicle.

### Customers

Develop an online Carbon Literacy course designed for event professionals, accredited by the Carbon Literacy Project.

Continue to monitor customer impact through follow up emails with previous clients to understand the longer term impacts they have made as a result of our work together.

Director Lisa Sweeting to continue learning, complete the IEMA Practitioner level course, in order to impart knowledge to our customers and support them even further.



**GREEN SENSE**  
EVENTS